

**STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT**

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**IN THE MATTER OF: BLUE HORIZONS GROUP, L.L.C., ) FILE NO. 1100028**  
**Its managers, officers, directors, employees, agents, affiliates, )**  
**successors and assigns. )**

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**SUMMARY ORDER  
TO CEASE AND DESIST**

**TO THE RESPONDENT:** Blue Horizons Group, L.L.C.  
2375 East Camelback Rd, 5<sup>th</sup> Floor  
Phoenix, Arizona 85016

On information and belief, I, Jesse White, Secretary of State, for the State of Illinois, through my designated representative, having been fully advised in the premises by the staff of the Securities Department, Office of the Secretary of State, herein find:

1. That Blue Horizons Group, L.L.C., (the "Respondent"), is a business entity, which maintains its principal office at 2375 East Camelback Rd, 5<sup>th</sup> Floor, Phoenix, Arizona 85016.
2. That during November, 2009 the Respondent placed advertisements (the "Ad") on their web page <http://www.bluehorizonsgroup.com>.
3. That one or more Illinois residents (the "Purchaser") viewed said web page on or about September, 2010, responded via email, and was informed about obtaining his own web site, hosting, web site design, The Affiliates Program (ATM ), a marketing campaign for an additional fee and the income potential of booming home businesses (the "Package").
4. That Respondent advised Purchaser that the Package included: a solar web site business where Purchaser would make money from commissions off what he sells. Respondent would provide Purchaser "with a complementary professional advertising expert. The services available to you include, but are not limited to: Search Engine Optimization (SEO), Rich Media / Banner Display, Pay-Per-Click (PPC) Management, The Affiliates Program (ATM), Lead Generation, Radio, TV, and Newspaper Advertising, Flyer and Postcard Print Ads, and Business Cards."

5. That a representative of Respondent talked to Purchaser and discussed the Package. Respondent emailed the Purchaser a purchase agreement which on October 25, 2010 Purchaser signed, returned and charged the sum of \$500.00 to his credit card for payment of the package. On October 28, 2010 as requested by Respondent the Purchaser had an additional \$250.00 charged to his credit card for the Full Affiliate Training Manual.
6. That Section 5-5.10(a)(6) of Business Opportunity Sales Law of 1995, [815 ILCS 602 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and purchaser, express or implied, orally or in writing, wherein it is agreed that the seller or a person recommended by the seller shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller or a person recommended by the seller of more than \$500 and the seller represents directly or indirectly, orally or in writing, that: the seller or a person recommended by the seller will provide a marketing plan.
7. That the activities of Respondent described in paragraphs three through four (3-4), constitutes a business opportunity as that term is defined in Section 5-5.10 of the Act.
8. That the activities of Respondent described in paragraph two through five (2-5) constitute an offer and sale as those terms are defined under Sections 5-5.20 and 5-5.40 of the Act.
9. That Section 5-25 of the Act provides, inter alia, that it is unlawful for any person to offer any business opportunity in this State unless the business opportunity is registered under the Act or is exempt under Section 5-10 of the Act.
10. That at all relevant times, Respondent Blue Horizons Group, L.L.C., its managers, partners, officers and directors, agents, employees, affiliates, successors and assigns, failed to register the business opportunity described in paragraphs three and four (3 & 4) as required pursuant to Section 5-25 of the Act.
11. That, by virtue of the foregoing, the Respondent violated Section 5-25 of the Act.
12. That Section 5-65 of the Act provides, inter alia, that whenever it appears to the Secretary of State that any person has engaged in or is about to engage in any act or practice constituting a violation of any provision of this Law or any rule, regulation, or order under this Law, the Secretary of

Summary Cease Order to Cease and Desist

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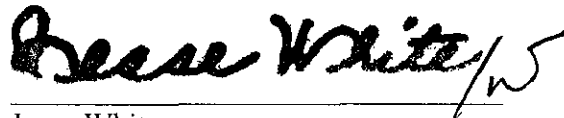
State may issue an order directing the person to CEASE and DESIST from continuing the act or practice.

NOW THEREFORE IT IS HEREBY ORDERED THAT: Pursuant to the authority granted by Section 5-65 of the Act, Respondent **Blue Horizons Group, L.L.C.**, its managers, partners, officers and directors, agents, employees, affiliates, successors and assigns are ordered to **CEASE** and **DESIST** from offering or selling any business opportunity in the State of Illinois until the further order of the Secretary of State.

NOTICE is hereby given that the Respondent may request a hearing on this matter by transmitting a written request to the Securities Director, Illinois Securities Department, 69 West Washington Street, Suite 1220, Chicago, Illinois 60602. Such request must be made within thirty (30) days after entry of this Summary Order to Cease and Desist. Upon receipt of a request for a hearing, a hearing will be scheduled as soon as reasonably practicable. Request for hearing will not stop the effectiveness of this Summary Order to Cease and Desist.

FAILURE BY ANY PERSON NAMED IN THIS ORDER TO REQUEST A HEARING WITHIN THIRTY (30) DAYS AFTER ENTRY OF THIS SUMMARY ORDER TO CEASE AND DESIST SHALL BE DEEMED TO CONSTITUTE A WAIVER OF ALL RIGHTS BY SUCH PERSON TO A HEARING AND THE ORDER TO CEASE AND DESIST AS TO SUCH PERSON WILL BECOME PERMANENT.

DATED: This 6<sup>th</sup> day of May, 2011.

A handwritten signature in black ink that reads "Jesse White" followed by a stylized flourish or initials.

Jesse White  
Secretary of State  
State of Illinois

Attorney for the Secretary of State:

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